

Business and Communication Systems

General Certificate of Secondary Education **1950/01**

Foundation Tier

Mark Scheme for June 2010

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by Examiners. It does not indicate the details of the discussions which took place at an Examiners' meeting before marking commenced.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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Annotation	Meaning	Guidance
L1	Level 1 mark point	Level of response questions – 1 stamp usually indicates 1/6 awarded, 2 stamps = 2/6
L2	Level 2 mark point	Level of response questions – 1 stamp usually indicates 3/6 awarded, 2 stamps = 4/6
L3	Level 3 mark point	Level of response questions – 1 stamp usually indicates 5/6 awarded, 2 stamps = 6/6
BOD	Benefit of Doubt	Where you've just awarded a mark, e.g. for slightly vague/poorly worded responses.
NBOD	Not Benefit of Doubt	Where you've just not given a mark e.g. for very vague/poorly worded responses.
^	Missing required information necessary to award mark	e.g. on the agenda where part of required detail is missing e.g. "a proposal for a new consultant of the month award". A ^ at the beginning of the phrase will indicate that "discussion of" is missing and so the mark point has not been met in full.
REP	Repeats earlier point where mark was awarded	
Highlight tool	Highlights any area of the mark screen	e.g. to highlight a phrase in the question the candidate failed to address e.g. explain two benefits to customers when the answer discusses employees.
Tick	Correct point e.g. identifying	
Cross	Incorrect point/reason	
E	Expansion (of point previously ticked)	Use to indicate development marks instead of further ticks
ECF	Error carried forward	We do not require the use of this tool on this occasion.
R1	Required point 1	Use on the agenda/notice where, in the case of the notice, 1 mark is given for 3 correct items and 2 marks are given for four correct items. Put R1 against the first item, R2 against the second and then give one or two ticks if there are further correct items.
R2	Required point 2	
R3	Required point 3	Use of R3 is not required.

8. The Comments box

The comments box will be used by your PE to explain their marking of the practice scripts for your information. Please refer to these comments when checking your practice scripts. You should only type in the comments box yourself when you have an additional object of the type described in Appendix B of the Handbook for Assistant Examiners and Subject Markers.

Please do not use the comments box for any other reason.

Any questions or comments you have for your team leader should be communicated by phone, SCORIS messaging system or e-mail.

9. Please send a brief report on the performance of the candidates to your Team Leader (Supervisor) by the end of the marking period. The Assistant Examiner's Report Form (AERF) can be found on the Cambridge Assessment Support Portal. This should contain notes on particular strengths displayed, as well as common errors or weaknesses. Constructive criticisms of the question paper/mark scheme are also appreciated.

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
1a	5	This question tests the ability to carry out basic proof-reading on a document containing text errors.	<p>Errors are:</p> <ul style="list-style-type: none"> • “traylers” • repeat of “our” • “Wendesday” • “comunicated” • “too” <p>NB Do <u>not</u> award a mark for “websight” as this error is circled in the question.</p> <p>Only unambiguous circles must be marked ie where a single word has been circled. The only exception being the repeat of “our” and “our” which can be credited as below:</p> <p>Do <u>not</u> award a mark for circling just the first “Our” as it is the second “our” which is incorrect. However, if they circle both “ours” allow the mark.</p> <p>If a candidate has marked more than five errors, mark the first five unambiguous circles and stop marking after their fifth circle.</p>	1 mark for each correctly circled error.
1b	1	This question tests the ability to select an appropriate item of software for a specified purpose.	<p>Correct answer is “Word Processor”.</p> <p>NB Only mark ticks that can be unambiguously assigned to a single type of software.</p> <p>If more than one tick is given, mark the first tick only.</p>	1 mark for correct answer.
1c	1	This tests knowledge of computer hardware devices and the terminology of output devices.	<p>Answer: Monitor</p> <p>Allow any type of monitor eg screen, VDU, TFT.</p> <p>DNA any other output device (e.g. DNA printer as this</p>	1 mark for a correct answer.

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
		A monitor would be used to view a document in creation as a printer would be inefficient.	would be appropriate for a finished draft or final version). The question refers to viewing a document, so a non-visual output, eg speech converter is not acceptable.	
1d	1	This tests knowledge of distribution methods and the ability to apply this to a given scenario. The question states that a document (memorandum) has been created – candidates are asked to state how the document should be delivered to head office staff. It does not ask candidates to consider how the message itself should be communicated. The medium for the memorandum (paper or electronic) has not been specified.	Appropriate distribution methods: <ul style="list-style-type: none"> • email (as attachment) • hand to all staff (e.g. at meeting) • put a copy on desks • <u>internal</u> mail/post • pigeon hole • any other answer that would be relevant to giving a copy of the document (paper or electronic) to all head office staff DNA: <ul style="list-style-type: none"> • post/fax (external methods) • make an announcement (question refers to distributing a copy of the memo) • post on notice board (as above) • any other answer that would not be relevant to giving a copy of the document (paper or electronic) to all head office staff (e.g. “use a printer”) 	1 mark for a valid method.
				[Total: 8]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
2a	2	This tests knowledge of the functions of a supervisor, which overlap but are not identical to those of a manager.	<p>Supervisor and manager functions overlap, but supervisors authority is generally limited to the execution of operational matters in their team. For example they do not have powers of ‘hiring and firing’ or delegation of budgetary responsibility; they are also not required to represent the organisation e.g. in negotiations.</p> <p>Valid functions:</p> <ul style="list-style-type: none"> • to oversee/overlook the work of colleagues (accept ‘subordinates’, although this is not strictly true) – Award mark for ‘oversee/overlook’ or equivalent. • to give instructions • to (help) train staff • to ensure required work is completed to an acceptable standard • ensure deadlines met • to act as a channel of communications eg with manager • to stand in for manager if required • health and safety responsibility • answer/help solve staff problems (DNA “customer problems” as Naim’s job does not involve customer contact) 	1 mark for each of two valid functions.
2bi	1	Tests knowledge of types of training	<p>Answer: on-the-job (training)</p> <p>Do not accept any other answers.</p>	1 mark for the correct answer
2bii	1	Tests knowledge of on-the-job training and its benefits to an employer. A common misunderstanding made by candidates is that they incorrectly think that someone undergoes training before	<p>Possible benefits:</p> <ul style="list-style-type: none"> • cheaper than off-the-job training (DNA “cheap” unless this term is qualified/justified) • can learn exactly what is required/will know how to use the exact system the business uses 	1 mark for a valid benefit to the business .

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
		being hired – on this basis they think that a trainee will not get paid.	<ul style="list-style-type: none"> can carry out work whilst training more productive whilst training Reward other valid benefits to the business . DNA “will not get paid”, “will make friends/build relationships”. Benefits must be to the business to gain a mark.	
2biii	1	Tests knowledge of on-the-job training and its drawbacks to an employer.	Possible drawbacks <ul style="list-style-type: none"> employee might make mistakes whilst working could be taught ‘bad’ working habits/practices the cost of paying for a colleague to train the employee the disruption it might cause to the workplace Reward other valid drawbacks to the business . Drawbacks must be to the business to gain a mark. DNA “have to pay his wages” as these would be paid anyway.	1 mark for a valid drawback to the business .
2c	4+2	This tests candidates’ knowledge of home-based working and its impact on a business. As Ahmed is both an admin assistant and a supervisor there are benefits and drawbacks to allowing him to work from home.	Possible benefits of allowing an employee to work from home: <ul style="list-style-type: none"> increased productivity increased motivation reduced business costs less likely to change jobs Possible drawbacks of allowing an employee to work from home: <ul style="list-style-type: none"> harder to monitor their work harder to communicate with them 	Level 1 (1-2 marks): Partial or one-sided analysis, e.g. by identifying/analysing only benefits or drawbacks. Level 2 (3-4 marks): Judgement based on a consideration of both benefits and

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			<ul style="list-style-type: none"> they might become distracted and become less productive Ahmed unable to act as a supervisor for two days each week security risks eg as a result of taking memory sticks home <p>Do <u>not</u> credit responses which discuss the impact on Ahmed (unless there is also a business impact, eg distraction when at home will have impact on the business even if the candidate fails to make the link explicit).</p> <p>NB One sided answer maximum 2 marks.</p> <p>Example answers:</p> <p>I think the business should allow Ahmed to work from home as he will do more work (L1) because he will be less distracted than if at work (L1). On the other hand, he will not be able to be a supervisor when at home (L1) because he will not be able to see what his team is doing (L2). 3/4</p> <p>I think Ahmed should be able to work from home because he will be able to look after his family and take breaks whenever he wants. <i>(No marks for this answer.)</i></p> <p>QoWC Candidates will be awarded marks for the quality of written communication according to the following criteria.</p>	<p>drawbacks.</p> <p>Award 3 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks but with no analysis.</p> <p>Award 4 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks with analysis.</p> <p>Quality of Written Communication (QoWC) 0-2 marks according to the guidance in the preceding column.</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			<p>Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar (2).</p> <p>Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer (1).</p> <p>Candidate fails to reach the threshold standard in all respects (0).</p>	
				[Total: 11]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
3a	1	Candidates are required to have an understanding of types of application software and which are suitable for specified purposes.	<p>Correct answer: (Web/internet) browser</p> <p>DNA Proprietary or brand names, eg Internet Explorer, Firefox, Safari</p> <p>DNA "The internet"</p>	1 mark for the correct answer.
3b	2		<p>Benefits to a customer of booking tickets on-line:</p> <ul style="list-style-type: none"> • can book tickets from home (booking tickets is not enough as this is merely a repeat of the question) • do not need to travel to the cinema to book tickets... • ...this saves travel time/travel expenses • do not need to spend time queuing at box office... • ...saving time • can book tickets 24/7... • ...more convenient for customer <p>Reward other valid benefits of booking tickets on-line.</p> <p>The frame is there to help the candidate but not restrict the examiner, therefore award benefit/explanation wherever seen.</p> <p>Do not award headlines, a benefit must be stated eg do not award "time" but award "it saves time because ...".</p> <p>Example answer: The customer can book tickets from the comfort of their own home (1), so they do not have to travel to the cinema (E).</p> <p>Weaker candidates are likely to describe features of</p>	<p>1 mark for a valid benefit and 1 mark for a valid explanation.</p> <p>If more than one valid but unrelated benefit is listed, with no explanation or linkage, then award 1 mark maximum.</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			<p>the website instead of their benefits to the customer – this must not be rewarded as it fails to answer the question.</p> <p>E.g. <i>Customers can book tickets on-line using a secure credit-card facility.</i> This is a feature, not a benefit.</p>	
3c	2		<p>Benefits to the cinema of selling tickets on-line:</p> <ul style="list-style-type: none"> • fewer box-office staff are needed... • ...reducing business costs/improving profitability • ticket sales may increase... • ...as customers may find it more convenient than visiting the cinema • the box office area at the cinema will be less crowded... • resulting in an improved customer experience <p>Reward other valid benefits of booking tickets on-line.</p> <p>The frame is there to help the candidate but not restrict the examiner, therefore award benefit/explanation wherever seen.</p> <p>Do not award headlines, a benefit must be stated eg do not award “customers” but award “more customers because ...”.</p> <p>Example answer: The business will save money (1) because it will not need to employ as many box office staff (E).</p>	<p>1 mark for a valid benefit and 1 mark for a valid explanation.</p> <p>If more than one valid but unrelated benefit is listed, with no explanation or linkage, then award 1 mark maximum.</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
3di	2		<p>Allowed items:</p> <ul style="list-style-type: none"> • name (of person making payment) • address (of person making payment – used to verify payment card) • payment card <u>details</u> (e.g. card <u>type</u>, card <u>number</u>, expiry date, issue number, security code) • contact details (e.g. telephone, email address) • Marketing preferences (e.g. consent to receiving publicity) • <u>name of film/movie</u> • date <u>of film</u> • (Start) time <u>of film</u> • <u>location</u> • how many tickets • DOB/ages of ticket recipients/consent for licensed films (sometimes used when issuing tickets for licensed films e.g. PG) • seat preference <p>Do not accept other items as this is an exhaustive list Eg do not accept “bank details”.</p> <p>“debit card” is insufficient for a mark as this is not an item of data.</p> <p>“debit card number” is an item of data and should be awarded a mark.</p> <p>Only allow one item per category (e.g. “house number, postcode” count as 1 mark)</p> <p>If more than two items are listed, only mark the first two given.</p>	1 mark for each of two valid items of data.

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
3dii	3		<p>Valid actions are:</p> <ul style="list-style-type: none">• check the website address is valid• check for evidence of an encrypted address eg check for padlock symbol in browser OR <u>HTTPS</u> in website address• check they are not being overlooked by anyone else whilst they enter their details• ensure up to date security software is used (e.g. use a firewall – maximum one mark for a list of security software items)	1 mark for each of three valid actions.
				[Total: 10]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
4a	8	<p>Please note the mark scheme is essentially the same as in 2008; this topic was not tested in 2009.</p> <p>Please also note the need to annotate this question carefully, as mark points 1 and 3 both require more than one correct item to be present before a mark can be awarded.</p> <p>Practice scripts will be used to provide exemplification as to how marks will be awarded.</p>	<p>Notice and Agenda to include the following correctly completed items in the correct section:</p> <ol style="list-style-type: none"> 1 notice content (date, time, location of meeting, required participants). Date – Thursday 15 July, 15 July 2010 or 15/07/(20)10 or 15 July or any other acceptable format (year not required). Time – minimum requirement 10.30 am (morning start must be apparent). Location – minimum requirement head office (managers will know it is in Plymouth). Participants – minimum requirements – (all) cinema managers. 2 standard opening (apologies, minutes of last meeting, matters arising, correspondence). Apologies – if expanded must relate to absence. Minutes – if expanded must relate to previous meeting. Matters arising – if expanded must relate to since last meeting 3 required items (x2) “Briefing by Managing Director” or “Briefing by Shirley Manson” and reference to discussion of website sufficient for award of the mark. 4 standard close 1: AOB or equivalent, eg any other issues 5 standard close 2: details of the next meeting (or if the next meeting details are itemised, then accept ‘Date of Next Meeting’ as sufficient to gain the mark) 	<ol style="list-style-type: none"> 1 2 marks if all four are present, 1 mark if three items are present. 2 1 mark for each item to a maximum of three. 3 1 mark if both items accurately included. 4 1 mark 5 1 mark <p>To be awarded marks item 1 must appear under the heading “notice” and items 2-5 must appear under the heading “agenda”. Do not mark if items are under the wrong headings.</p> <p>It there is no work in the required answer frame or the work has been crossed out then mark any draft work in the drafting space.</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
4b	2	This tests understanding of communication methods and technologies.	<p>Possible methods:</p> <ul style="list-style-type: none"> • (live) video-conferencing • (live) web-cam • (live) telephone conference • (live) telephone linked to loudspeaker • sound recording • (pre-recorded) video-recording • (pre-recorded) slide show presentation (with commentary) <p>DNA “email” or “letter” or “phone” or “Internet” unless qualified.</p>	1 mark for each of two valid methods
4c	6+2	<p>PDA technology is evolving. Some PDAs have a range of other facilities including mobile phone, internet, email capability. PDAs are also being superseded by smart phones. However, the question focuses on the business impact, so non-work related functions (such as games, music, video playing) should not be discussed unless there is a work-impact (which there may be, since the business is a cinema).</p> <p>Weaker responses will discuss the features of the technology, rather than its impact.</p>	<p>Possible benefits:</p> <ul style="list-style-type: none"> • increased productivity • can work whilst ‘on the move’ • can communicate easier with head office <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • can be a distraction from work • data security issues • expense not justifying the benefits • technology could date very quickly <p>Points such as: “small”, “light” “portable” “plays music” are not of themselves benefits to the business but can be used to develop analytical points. Eg A PDA is light and easy to carry (0).</p> <p>However:</p> <p>Managers will be able to work whilst on the move (L1). This is because it is light and portable (L2). This will make them more productive (L2). On the other hand</p>	<p>Level 1 (1-2 marks): Relevant advantages or disadvantages identified</p> <p>Level 2 (3-4 marks): Relevant advantages or disadvantages analysed</p> <p>Level 3 (5-6 marks): Relevant advantages and disadvantages analysed.</p> <p>Guidance: A candidate who analyses only benefits, but not drawbacks will</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			<p>there are lots of facilities such as playing games and music (<i>not creditable – features, not benefits</i>) which could be a distraction from work (L1). This could make the managers less productive (L3). Being small they could easily be lost (L1) which will result in a loss of important data (L3). 6/6</p> <p>QoWC Candidates will be awarded marks for the quality of written communication according to the following criteria.</p> <p>Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar (2).</p> <p>Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer (1).</p> <p>Candidate fails to reach the threshold standard in all respects (0).</p>	<p>achieve only Level 2.</p> <p>A candidate who analyses drawbacks, but not benefits will also achieve only Level 2.</p> <p>A candidate who analyses both benefits and drawbacks will achieve Level 3.</p> <p>Quality of Written Communication (QoWC) 0-2 marks according to the guidance in the preceding column.</p>
				[Total: 18]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
5(a)	2	<p>This tests understanding of passwords and how they can be used to restrict access to a computer system.</p> <p>Passwords do not of themselves prevent unauthorised access; they merely make it harder for a hacker to gain access because they will find it easier to hack into a system if they know the password. Using a more complex password reduces the chances hackers will either guess a password, or memorise one that they view being used.</p>	<p>Answers:</p> <ul style="list-style-type: none"> it will be harder for hackers to gain access to the network because: they will be less likely to guess the password they will be less likely to memorise it if they view it being used it is a strong/long password <p>Example answers: It will be harder to guess a password (1) because it is not a well-known word or phrase (E). 2/2</p> <p>It stops hackers getting into the network (<i>do not reward – it does not</i>) because they will not be able to guess the password (<i>do not reward – they still might be able to, it will just be harder than with a simple password!</i>) 0/2</p>	1 mark for a valid reason plus 1 mark for development, or 2 marks for valid reasons without development.
5b	6	<p>This question invites candidates to balance the benefits to the business of enabling staff to complete work at home with the security (and data protection) concerns of allowing them to transfer computer data between work and home.</p>	<p>Benefits of this approach:</p> <ul style="list-style-type: none"> staff can complete work at home productivity can increase deadlines can be met can support home-based working memory sticks are small and portable <p>Drawbacks of this approach:</p> <ul style="list-style-type: none"> risk of importing viruses from home computers onto head office network files could be copied/lost may break data protection legislation memory sticks are fragile and have a limited life <p>One sided judgement maximum 4 marks.</p> <p>Example answer:</p>	<p>Level 1 (1-2 marks): Partial or one-sided analysis, e.g. by identifying/analysing only benefits and/or drawbacks.</p> <p>Level 2 (3-4 marks): One-sided judgement based on a consideration of either benefits or drawbacks.</p> <p>Level 3 (5-6 marks): Judgement based</p>

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			It might a good idea because it enables work to be finished at home (L1), so the business will get more work done (L1). However, the stick could get lost and this could cause confidential data to get into the wrong hands. I think security issues are more important than the improvements in work rate, so overall I don't think the business should allow it. 5/6 – <i>balanced judgement based on balanced discussion.</i>	on a consideration of both benefits and drawbacks.
5c	2	This tests understanding of physical access restrictions, as opposed to software based methods such as firewalls, usernames, passwords and access rights.	<p>Possible methods:</p> <ul style="list-style-type: none"> • locate computer in a separate office • locate in a secure part of the head office building, eg not on ground floor • <u>lock</u> the office door using key/keycard/retina/fingerprint/brainwave, etc. scan (only award this mark point once – then annotate as REP) • require all visitors to the room to have valid ID and be accompanied • use CCTV to monitor the machine • alarms <p>DNA “security/body guards”</p> <p>Weaker candidates are likely to list methods that can be used to lock the room in which the machine is located, e.g. retina scan, finger print scan etc. This is to gain one mark maximum, regardless of how many existing or future locking technologies are listed.</p>	1 mark for each of two valid physical access restriction methods.
5di	1		<p>Correct answer is ‘external hard disk drive’.</p> <p>NB Only mark ticks that are unambiguously assigned to a single type of storage device.</p>	1 mark for correct answer.

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
			If more than one tick is given, mark the first tick only.	
5dii	1	Tests knowledge of how backing up data can enable data that is lost, corrupted or deleted to be restored using the back-up data.	Acceptable answer: Lost data can be restored (using the back-up data) Example answers: In case data is lost or deleted. (1) Data can be restored. (1)	1 mark for an acceptable answer.
				[Total: 12]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
6a	2		<p>Correct answer is £280</p> <p>1 mark can be awarded for:</p> <ul style="list-style-type: none"> • correct answer with no currency (i.e. "280") • correct method but incorrect final answer (i.e. $7 \times 40 =$ anything other than 280) • we will apply an 'own figure rule'. If one of the numbers in the question is mis-transcribed then award 1 mark if the candidate's method and calculation is correct; However, if there is more than one transcription error, then award zero marks (e.g. $6 \times 40 = 240$ is 1 mark but $6 \times 80 = 480$ is 0 marks) <p>Award no marks for:</p> <ul style="list-style-type: none"> • error in method and incorrect answer (e.g. $6 + 40 = 46$) • two transcription errors <p>If candidates do not show a method, then the only marks that can be awarded are:</p> <ul style="list-style-type: none"> • £280: 2 marks • 280 – 1 mark • all other responses without a method will receive a mark of 0. 	<p>2 marks for correct answer.</p> <p>1 mark for creditable errors based on the preceding guidance.</p>
6b	1	Employees benefit through certainty – they know what they will get paid for a specified number of hours. They also know that they will get paid for any 'extra' hours worked, unlike a salaried employee.	<p>Allowable benefits:</p> <ul style="list-style-type: none"> • the more they work, the more they get paid • employees know(/are able to calculate) what they will be paid if (and only if) they know how long they have worked. • employees know that if they work additional hours they should get paid for them. • may not need to work as hard (in terms of speed or quality) in comparison with piece rate. 	1 mark for a valid benefit.

			DNA "Employees know(/can calculate) what they will earn." This is NOT ENOUGH as the circumstance (when they know the hours worked) has not been given. As it stands the statement is only true of a salaried employee.	
6c	2		<p>Benefits:</p> <ul style="list-style-type: none"> • motivates workers • leads to higher output/work rate/improved performance/improved retention <p>Do not accept "make staff happier" as a benefit to the business, however it could be used to lead to a valid explanation. Eg Staff are happy to receive the bonus (0). Eg Staff are happy to receive the bonus and so will work harder in order to gain more money (2). Eg Staff will work harder to gain more money (1). Eg Good morale, if you give a member of staff a bonus they will want to stay with the company (2)</p>	1 mark for identifying a valid benefit and 1 mark for an explanation.
6d	2		<p>Deductions:</p> <ul style="list-style-type: none"> • <u>income</u> (PAYE) tax – do not accept just "tax" • <u>national</u> insurance (accept NI) • <u>student</u> loans (DNA other types of loan) • pension (contributions) • savings (SAYE) – DNA specified other types of savings (e.g. saving for a holiday) • (trade) union fees • attached payments e.g. Child Support Agency payments • gift aid/charity payments • health insurance <p>Do not award "tax" or "insurance" unless qualified.</p>	1 mark for each of two valid deductions

6e	3	<p>This question tests understanding of the benefits of trade union membership for an employee.</p> <p>Weaker responses will betray a lack of understanding of what a trade union is. Do not reward answers that appear to state, for example, that it is an employer-led body (akin to a staff-consultative committee) or a trade-association for business owners.</p>	<p>Reasons for belonging to a trade union:</p> <ul style="list-style-type: none"> • can negotiate increased pay more effectively • improved working conditions • benefiting from collective bargaining • benefiting from industrial strength e.g. threat/implementation of industrial action • discounts on products/services • legal support • protects workers' rights <p>Example: An employee will benefit because the union will help them get higher pay (1) by threatening to go on strike if they do not get it (E). it will also help them if they have a legal problem with the business (1).</p>	<p>Up to 3 marks for the quality/breadth of explanation. Award a maximum of 2 marks for a list of points that does not contain any development.</p>
				[Total: 10]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
7ai	2		<p>Formula for cell B7:</p> <p>Allowed answers:</p> <ul style="list-style-type: none"> • $B2+B3+B4+B5+B6$ • $SUM(B2:B6)$ • $SUM(B2)+SUM(B3)+SUM(B4)+SUM(B5)+SUM(B6)$ <p>The last is allowed because, despite being inefficient, it will work.</p> <p>If in doubt, test the formula; if it works, award the mark.</p> <p>Do not penalise additional = signs, etc that appear at the beginning or end of formulas but penalise = signs that are in the middle; i.e. candidates may start their answer by repeating the = sign given in the frame. Equally, by the time they get to the end of their formula, they might forget that the answer frame began with = sign. These are allowable slips.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Allow "B7= B2+B3+B4+B5+B6" • Allow "B2+B3+B4+B5+B6=B7" <p>DNA "B2+B3=B4+B5" etc or equivalent.</p> <p>Formula for cell D2:</p> <p>Allowed answers:</p> <ul style="list-style-type: none"> • $B2 * C2$ (DNA B2xC2 as the question asks for a spreadsheet formula) • $SUM(B2*C2)$ – inelegant, but will work. <p>If in doubt, test the formula; if it works, award the mark.</p> <p>The guidance above regarding use of = sign at beginning or end of formula also applies to this formula.</p>	1 mark for each of two valid formulas

7a ii	3	Formulas are a more efficient way of performing calculations as if the spreadsheet is edited e.g. by inserting/deleting/editing data the spreadsheet will use the formulas to automatically re-perform calculations and update totals. In addition the formulas themselves can be edited/copied/replicated.	<p>Reasons include:</p> <ul style="list-style-type: none"> • formulas enable automatic updating of calculations... • ...if spreadsheet data is edited • once created a formula can be edited or copied/replicated to other cells... • ...saving time when performing multiple calculations... • ...e.g. down a column of data • it does the calculations for you • minimises human error. <p>DNA “fast”, “saves time” unless qualified.</p> <p>Allow “answer will be correct” only if qualified eg “answer will be correct only if the formula is correct”)</p>	Up to 3 marks for the quality/breadth of explanation. Award a maximum of 2 marks for a list of points that does not contain any development.
7a iii	2	The data will be enhanced by the use of a currency symbol – this could either be inserted manually or (better) done by setting the cell properties to display the data in currency format.	<p>Methods:</p> <ul style="list-style-type: none"> • put a currency sign in front of the data • change the cell properties/format the cells... • ...to currency format <p>DNA changes to the column heading/label (e.g. “put a £ sign in the column heading”) as the question refers to changing the cells containing numerical data (C2:C6).</p> <p>NB the questions relates to HOW not WHY.</p> <p>Examples:</p> <p>Put a £ sign in front of the data (1). 1/2</p> <p>Format the cells (1) to display a £ sign (1). 2/2</p> <p>Change the cell properties (1) to currency values (1). 2/2</p> <p>Change the cell properties (1). 1/2</p>	1 mark for an answer that refers to displaying a currency symbol and 1 mark for stating that the cell properties / formatting should be changed.

7bi	1	<p>This tests understanding of the suitability of different types of charts/graphs for particular purposes and data types.</p> <p>Pie charts are used for exhaustive data (in this case we only have the top 5 films, not all of them, so a Pie Chart is not appropriate).</p> <p>Line graphs are used for continuous data (e.g. temperature). In this case the data is not continuous (there is no 'half-way point' between two films).</p> <p>Scatter graphs are used when there are two variables and the inter-relationship between them is being examined/tested. In this case there is only one variable.</p> <p>Bar charts are used when the data is organised into discrete categories e.g. film titles.</p>	<p>The answer is Bar chart (for the reasons given in the rationale).</p> <p>NB Only mark ticks that are unambiguously assigned to a single type of chart/graph.</p> <p>If more than one tick is given, mark the first tick only.</p>	1 mark for the correct answer.
7bii	1	See the rationale for the previous question	<p>Answer:</p> <ul style="list-style-type: none"> A bar chart is appropriate because the data is discrete/not continuous/is category data. <p>Accept "A bar chart because there are five categories"</p>	1 mark for a valid reason
				[Total: 9]

Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
8a	8		<p>The letter should contain the following items:</p> <ol style="list-style-type: none"> 1 today's date 17 June 2010 or 17/06/10 or any acceptable format positioned to the top of the letter on left hand side (may be above or below item 2) 2 customer's name and address (correctly transcribed and positioned to the top left – may be above or below item 1 but must be above item 3) Robert Calvert OR Mr R Calvert OR Mr Calvert 21 Lockheed Drive Exeter EX30 1ZZ 3 appropriate salutation (Dear Mr Calvert/Dear Sir/Dear Robert) DNA Dear Mr Robert Calvert (must lie below items 1-2 and above items 4-8). 4 appropriate reference to previous correspondence 5 reference to new website being able to take on-line bookings 6 correct inclusion of the website address (must be transcribed 100% correctly) www.galaxy-screens.co.uk 7 appropriate closing sentencing (full sentence not phrase) 8 complimentary close that matches salutation (Yours sincerely for Dear Mr Calvert or Yours faithfully for Dear Sir). Award only if the salutation mark is awarded. <p>Practice scripts will be used to provide exemplification as to how marks will be awarded.</p>	<p>1 mark for each of eight correct items.</p> <p>If there is no work in the required answer frame or the work has been crossed out then mark any work in the drafting space.</p>
8b	4	There are benefits (mainly paper/postage savings) as well as drawbacks (cost of setting up email system, collecting email addresses, customers who prefer not to	<p>Possible benefits:</p> <ul style="list-style-type: none"> • less paper generated • fewer printers needed 	Level 1 (1-2 marks): Partial or one-sided analysis, e.g.

		<p>receive emails). Businesses have not generally adopted this policy, so it must be assumed they perceive drawbacks to outweigh benefits.</p>	<ul style="list-style-type: none"> • lower postage costs • less likely to receive letters through the post <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • Customer may not have access to email • Need to collect email addresses • customers may prefer not to receive letters by email • need to set up a dedicated email system <p>NB One sided answer maximum 2 marks.</p> <p>Example response:</p> <p>There are benefits of sending letters by email including it uses less paper (L1) so helping to reduce business costs (AN). However, there are major drawbacks including the fact that not all customers have email addresses (L1) or would wish to be contacted this way (L1). So on balance I think that this is a bad idea (L2) 4/4</p> <p>Some customers may not have an email address (L1). However, there are benefits such as cost savings (L1), I do not think the business should adopt this policy (L2). 3/4.</p> <p>They should definitely do this because it saves paper (L1), helping to reduce their business costs (L1), helping to increase their profits (L1). Many customers like to be contacted this way so the business will boom (L1). 2/4</p>	<p>by identifying/analysing only benefits or drawbacks.</p> <p>Level 2 (3-4 marks): Judgement based on a consideration of both benefits and drawbacks.</p> <p>Award 3 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks but with no analysis.</p> <p>Award 4 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks with analysis.</p>
				[Total: 12]

9	4	<p>We can expect quite expansive answers to this question as most candidates will have some experience of the issues raised in this question. Weaker responses will focus on the 'is it OK to watch 18 certificate films below that age' issue; better responses will concentrate on the data and BCS related issues.</p>	<p>Reasons why this approach is acceptable:</p> <ul style="list-style-type: none"> • it provides useful (marketing) information to both the business and customer • if the teenager gives informed consent then it should be allowed • find out about upcoming films • find out about special offers • helps cinema put on popular films <p>Reasons why it is unacceptable:</p> <ul style="list-style-type: none"> • ethical/moral issues of sending 18 certificate publicity to a minor • data security concerns • business should not use personal data for marketing/publicity purposes • might break data protection • do not need all the information, only email address needed <p>NB One-sided answer maximum 2 marks.</p> <p>Example answer: Yes, it is OK for business to collect this type of information. This is because teenagers are interested in films and would like to know what films are coming out soon (L1). This will help them to choose the films they want to see (L1). There are problems though, such as the cinema must make sure hackers do not get hold of the data (L1), otherwise the teenagers could suffer from identity fraud (L2). So as long as it follows the Data Protection Act the cinema should collect the data (L2). 4/4</p>	<p>Level 1 (1-2 marks): Partial or one-sided analysis, e.g. by identifying/analysing only benefits or drawbacks.</p> <p>Level 2 (3-4 marks): Judgement based on a consideration of both benefits and drawbacks.</p> <p>Award 3 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks but with no analysis.</p> <p>Award 4 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks with analysis.</p>
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Question number	Maximum marks	Rationale	Marking guidance	Mark allocation
10a	4	<p>Candidates are likely to discuss data security issues.</p> <p>The scenario states that the use will be at lunchtime, so there will not be any implications for work rate/productivity, so DNA answers that discuss how it is a distraction from work.</p>	<p>Yes, because:</p> <ul style="list-style-type: none"> • they will be less likely to use it when they should be working • it is their time, not the businesses • it does not cause disruption to work • it will make them feel trusted • it will improve motivation <p>No because:</p> <ul style="list-style-type: none"> • data security issues including viruses, unauthorised file transfers • may carry out illegal/dubious activities • may download large files/data storage issues • may slow down the network <p>NB One sided answer maximum 2 marks.</p> <p>Example answer: It is not a good idea. This is because staff might download lots of files like video or computer games (L1). This could disrupt the network (AN), for example by putting viruses onto the network (AN). On the other hand it is their free time so as long as they do not do anything wrong they should be allowed to use it (L2).4/4</p>	<p>Level 1 (1-2 marks): Partial or one-sided analysis, e.g. by identifying/analysing only benefits or drawbacks.</p> <p>Level 2 (3-4 marks): Judgement based on a consideration of both benefits and drawbacks.</p> <p>Award 3 marks if candidate has made a judgement from valid reasoning of benefits and drawbacks but with no analysis.</p> <p>Award 4 marks if candidate has made a judgement from valid reasoning of benefits and</p>

				drawbacks with analysis .
10b	2	This question is aimed at F and G grade candidates.	<p>Reasons for the policy:</p> <ul style="list-style-type: none"> • a health and safety issue/hazard • to prevent spillage • to prevent damage to equipment • to prevent equipment becoming dirty/soiled/sticky • to improve workplace appearance • to improve corporate image • to reduce a distraction from working • to prevent inebriated workers <p>Allow responses that state the problems the policy is designed to prevent, e.g. "a spilt drink (1) might damage the equipment (1)".</p>	1 mark for each of two valid reasons.
				[Total: 6]

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